

## ABSTRACT

Using image data generated by an image generating device, and image generation record information that is associated with the image data and that includes at least subject area information indicating a subject area in the  
5 image, hue of each pixel in the subject area is calculated, and in the event that the proportion of pixels having hue of a predetermined color range is greater than a first predetermined threshold value, an image quality adjustment process appropriate for an image containing a subject identified by the predetermined color range is executed. In preferred practice, the  
10 predetermined color range is the skin color range, and the image quality adjustment process is a process appropriate for a portrait image. When the image quality adjustment process appropriate for a portrait image is not executed, and in the event that the proportion of pixels having hue in the green range is greater than a second predetermined threshold value or in the  
15 event that the proportion of pixels having hue in the sky blue range is greater than a third predetermined threshold value, an image quality adjustment process appropriate for a landscape image is executed.